

THE ENERGY STAR® RETAIL PRODUCTS PLATFORM

The simple
choice for
energy
efficiency.



August 2018

Executive Summary

Transforming the way energy efficient products and messages are delivered through a coordinated national retail platform.

The landscape of energy efficiency programs is shifting due to the success of ENERGY STAR-focused programs, the evolution of products, dramatic changes in the way products are used and sold, as well as other factors. The energy efficiency community is calling for a new approach to traditional retail-based energy efficiency programs that reflect these new dynamics to effectively capture remaining energy savings and continue to advance energy efficiency.

The ENERGY STAR Retail Products Platform

The ENERGY STAR® Retail Products Platform (ESRPP) is a collaborative midstream initiative of ENERGY STAR, energy efficiency program sponsors, retailer partners, and other key stakeholders, facilitated by the U.S. Environmental Protection Agency.

The ESRPP is based on the concept of developing a national-level structure for the design of program delivery and engagement with retailers. The ESRPP gives program sponsors new access to a low-cost retail-based program through national coordination. The goal of the ESRPP is to transform markets by streamlining and harmonizing energy efficiency programs with retailers, making them less complex and more cost-effective. Increasing the availability of ENERGY STAR products will generate energy savings as utility customers purchase and install these more efficient models in their homes.

ESRPP: 2018 Program Year*

- Program sponsors:
 - Adopted a common set of products for promotion – clothes dryers, clothes washers, freezers, refrigerators, room air conditioners, air purifiers, sound bars, and dehumidifiers.
 - Refined the universal participation agreement.
 - Created templates for in-store signage tailorable to sponsor's local market.
 - Continued task group meetings to support program planning, develop ESRPP tools and resources, and share best practices.
 - Implemented coordinated programs in twelve states.
- Retailers:
 - Signed universal participation agreements with all program sponsors.
 - Delivered critical total category sales data, including historical sales, for targeted product categories.
 - Collaborated with sponsors and ENERGY STAR to design marketing templates and allowed store access to place this signage.
 - Designed ENERGY STAR promotions to support ESRPP.
- ENERGY STAR
 - Coordinated surveys of retailers to help data collection for ESRPP evaluation.
 - Continued to adapt ENERGY STAR product specification setting, including Most Efficient designation, to include ESRPP feedback.
 - Coordinated ENERGY STAR product marketing strategy and promotion calendar with ESRPP plans.
 - Updated dedicated web page:
www.energystar.gov/ESRPP.

"The typical household spends about \$2,000 a year on energy bills. With ENERGY STAR, you can save 30% or about \$575 on your household energy bills, while helping reduce pollution."

-- U.S. EPA, 2017

* ESRPP Program Year: April 1– March 31

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Progress

Fourteen program sponsors are participating and coordinating efforts in program year 2018, encompassing nearly 18% of the U.S. market. Participation grew with the addition of a new retailer, Lowe's, and an additional product, dehumidifiers, in the ESRPP product portfolio. Going forward, the goal for large-scale market participation – to serve more than 30% of the US population – is a key milestone in the ESRPP vision to transform the market for energy efficient consumer products.

Retailers Approve

Retailers are the most important channel for delivering energy efficient products to residential consumers, selling almost 2 billion energy consuming products that use 80 million MWh per year.

Retailers are becoming less interested in participating in traditional energy efficiency programs—they are not core to their business, they introduce cost and complexity, and consumer incentives offer reduced value and efficacy as a tool for driving sales.

Members of the ENERGY STAR Retail Action Council – Best Buy, Sears, The Home Depot, Lowe's and Nationwide Marketing Group – are participating in ESRPP, with more than 1,300 stores in current program sponsors' service areas:

- ✓ "We support EPA's efforts to build scale and be more effective and efficient with the ENERGY STAR Retail Products Platform."
- ✓ "We believe this is the future of energy efficiency programs, and the future is now!"

Getting Involved

- Contact EPA to discuss the program and potential role.
- Join the current team, take advantage of tools and templates, and develop a pilot.
- Participate in discussions with regulators and evaluators.
- Prepare for full program launch post-pilot period.

Current Participants

2018 Participants

- CA: PG&E and SMUD
- CO & MN: Xcel Energy
- CT: Eversource CT, UIL Holdings
- ID, MT, OR & WA: NEEA
- MD: BGE, PEPSCO, SMECO, Delmarva Power, Potomac Edison-FirstEnergy
- NY: Con Ed
- VT: Efficiency Vermont
- WI: Focus on Energy

Discussions Regarding 2018/2019

- CA: SCE and SDG&E
- DC: DC SEU
- NM: Xcel Energy, Public Service of New Mexico
- RI: National Grid

Other Key Stakeholders

- NEEP, SWEEP

Participating Retailers

- Best Buy
- Sears
- The Home Depot
- Nationwide Marketing Group
- Lowe's

Questions or Comments? Contact:

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